

# Evolving the deodorants category and driving growth

Over the last four years, Unilever has reignited growth in the fast-evolving deodorant category through its multi-year 'Good/Better/Best' innovation programme, utilising its exclusive and patented superior technologies to create compelling mixes that meet evolving consumer needs.

Earlier this year, the launch of whole body deodorants for Sure and Lynx signalled the next stage of this deodorant revolution. The new sub-segment is set to be a game-changer for how consumers use deodorants and offers a sizable incremental sales opportunity for the category.

## Deodorants on the rise

Underpinned by Unilever's significant investment, the deodorants category has gone from strength to strength and grew by £53m in the last year, with Unilever contributing £22m of this growth<sup>1</sup>. Unilever remains the No.1 deodorant manufacturer<sup>2</sup>, supported

by four consecutive years of innovation landing in the UK from its deodorant business.

Unilever's three best-selling brands – Sure, Lynx and Dove – are beacons for the category and all lead in the three key need states which Unilever has identified as forming 97% of the market – protection, care and fragrance.

## Premiumisation

The launch of whole body collections for Sure and Lynx earlier this year, alongside

an expanded Lynx Fine Fragrance range, were the latest moves in Unilever's premiumisation strategy. This strategy focuses on delivering growth for Unilever's deodorant brands and the wider category through superior innovations and tapping into new consumer needs.

With the whole body launch, Unilever is shifting the category from underarm to all over body to drive incremental consumption and shoppers to the category.

The addition of Wild to Unilever's portfolio of personal care brands taps into the growing demand for natural and refillable products, and marks another step in the optimisation of Unilever's portfolio towards premium and high growth spaces as part of its growth strategy.



<sup>1</sup> Nielsen MAT data to 24.05.25; <sup>2</sup> Kantar Worldpanel Online, 52 w/e data to 18.02.24; <sup>3</sup> & <sup>4</sup> ©2024 NielsenIQ data, Unit/Value Sales, Anti-Perspirant Deodorants (client defined); <sup>5</sup> Kantar FMCG Purchase Panel: 52 w/e 29.12.24; <sup>6</sup> Nielsen, Value & Volume Sales L52 w/e 09.08.25, Deo Female, Total market

## Big brands leading the way

● Sure is the UK's No.1 deodorant brand<sup>3</sup> and is a signpost for the personal care aisle.

● Lynx is the UK's No.1 male toiletries brand<sup>4</sup> and has had a phenomenal year with the launch of Lynx Fine Fragrance. Since being unveiled in 2024, Lynx Fine Fragrance has been the brand's biggest innovation in years and was the No.1 health and beauty launch, as well as being the No.3 overall FMCG launch in 2024<sup>5</sup>.

● Dove is the No.1 female care brand in the deodorants category in the UK<sup>6</sup>.

# MASTERCLASS

## DEODORANTS

**WHOLE BODY DEO IS HERE**

**SMELL BETTER EVERYWHERE**

**NEW SURE WHOLE BODY DEODORANT**

Bringing a new approach to the deodorant category

## Are you ready for a whole body revolution?

**T**he deodorant aisles look a lot different in 2025 following the launch of whole body deodorants from Sure and Lynx.

New to the whole body revolution? Monique Rossi, general manager for deodorants at Unilever UK1, outlines everything you need to know.

### The demand for whole body

“We don’t always like to talk about it, but odour affects us all in different ways,” says Rossi. “With only 1% of body sweat coming from underarms, odour is not limited to armpits. Our insights showed shoppers were calling out for products that delivered malodour protection for different parts of the body.”



“We’ve noticed a rising demand for whole body personal care products in the last couple of years. Global Google searches for ‘whole-body deodorants’ have been up +1,000% and one in three UK adults are already using a deodorant on body parts besides underarms<sup>7</sup>, or creating their own dissatisfactory homemade solutions.

“Research also found that three quarters (72%) of adults said body odour made them feel self-conscious, holding people back in their day-to-day lives<sup>8</sup>. Additionally, 45% of men stated they have malodour issues in intimate body parts<sup>9</sup>.”

### What is whole body deodorant?

“What makes our whole body

deodorant ranges different compared to traditional deodorants is that they have been designed specifically to adapt and target odour found all over the body using exclusive technology (see box-out),” explains Rossi. “A perfect solution for shoppers looking for odour protection beyond their underarms, whole body deodorant is a major incremental growth opportunity.

“The well-established Sure and Lynx deodorant brands are perfectly positioned to drive trial and product love at scale.

“Initial sales for Sure Whole Body have been really positive, with Tesco reporting strong incrementality to the deodorant category of +56%<sup>10</sup>.”

<sup>7</sup> Consumer research, N=1000, M&F 21-55, UK, Q4 2023; <sup>8-9</sup> Whole Body Malodour & Sweat, Skin Sensitivity Quantitative Research Investigation in the UK, 2024; <sup>10</sup> Dunhumby data latest 14W since week 49

### Utilising Odour Adapt Technology™

Developed exclusively for Unilever, this technology offers malodour protection all over the body, with a superior formula designed specifically for whole body use, as well as use in sensitive places.

The Sure Whole Body formulas use versatile ingredients that adapt to the different odours across the body. They are proven to effectively remove these through a dual action mechanism of trapping odour and neutralising malodour, causing bacteria to stop it at source, so that you only smell the fresh fragrance of the product.





Created to have universal appeal

## A deodorant for everyone

**U**nilever is committed to providing a deodorant product for everyone, to meet the evolving consumer preferences, and has expanded its portfolio even further in 2025.

### The finest fragrances with Lynx

Created in partnership with the world's leading perfumers, the Lynx Fine Fragrance Collection redefined what it meant to be premium body spray upon its launch in 2024 – marking the brand's most significant launch in a decade. With fragrance

the No.1 confidence driver among young males<sup>11</sup> and with nearly half (47%) of 13- to 39-year-olds saying they have purchased a 'dupe' of a luxury product<sup>12</sup>, Lynx Fine Fragrance ripped up the rule book and recruited new shoppers by meeting the demand for affordable fine fragrances.

This launch builds on Lynx's recent strategic transformation to resonate with a new generation of shoppers. Lynx Fine Fragrance has been a runaway success, surpassing its penetration targets in the first 12 months, reaching 2.2m buyers – many of whom were new to the brand.

This year, Lynx Fine Fragrance expanded its range with five new products that tapped into gourmand fragrance trends loved by Gen Z. The new range is inspired by the irresistible scents now trending on social media as younger consumers look

for different ways to express themselves, with the hashtag #SmellLikeASnack garnering over 69m views on TikTok.

The new Fine Fragrance scents include Peach Infusion, Watermelon Freeze, Cherry Spritz and Cocoa Velvet, which join the existing collection

across grocery and beauty stores. Created with essential oils and offering 72hr freshness, these provide consumers with 2x more odour protection zinc technology than a standard Lynx body spray.

<sup>11-12</sup>Blue Yonder Research (Oct 2023)

### Deodorants & sport

Unilever's personal care brands have also reinforced their long-term commitment to sport. Dove Men+Care, the UK's No.1 care brand in male toiletries<sup>13</sup>, is an official partner for The British & Irish Lions and Rugby Australia Series in Australia.

Some of Unilever's best-known food and personal care brands, from Hellmann's and Knorr to Dove and Sure, were also Official Sponsors of UEFA Women's EURO 2025. These partnerships have ensured maximum visibility for the brands with in-store, on-pack and social

activations. "Our investment in sport goes beyond sponsorship," says Unilever's Monique Rossi. "It's about making a lasting impact, bringing our brands closer to passionate fans and deepening our connection with consumers globally."



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DEODORANTS

Pushing the boundaries of technology

## Investing in the future of deodorants

**M**odern shoppers seek products that offer exceptional efficacy. Technology plays a key role in this, and Unilever's leading R&D deodorant capabilities have helped push the category boundaries forward, demonstrated by the use of Odour Adapt Technology™ within the whole body portfolio and patented Body Heat Activated technology in Sure's 72-hour Non Stop Protection range.

### Advanced fragrance capabilities

With its new Port Sunlight development (see right) Unilever hopes to recruit and partner for the very best fragrance talent and expertise. Discussing the investment, Monique Rossi says: "Fragrance is a key element within the product mix, appealing to both the emotional and rational parts of our brains, and this is especially true in

the personal care category. Port Sunlight supports our strategy to accelerate growth by giving us greater control of the design and refinement of our fragrances."

Robotics at the site will enable blending of fragrance oils and real-time data capture, as well as digital modelling, analytics and the use of AI to drive fragrance development.

"With this investment, we

are establishing an end-to-end fragrance supply chain which includes everything from ingredient-buying to in-house design," adds Rossi.

### Best-in-class merchandising

Landing Unilever's whole body innovation with shoppers took a best-in-class approach to ranging, merchandising and shopper marketing. Unilever Deodorants worked

closely with retail partners to introduce whole body to shoppers and create new space for the products. The launch was elevated by an extensive in-store presence, with bold shopper marketing activities making the NPD unmissable, including POS, store takeovers and experiential activations.

For Lynx's Fine Fragrance Collection, Unilever also brought back its successful 'Lift & Smell' POS interactive displays, in a way never done before in the UK. This in-store theatre was a key lever in Unilever's transformation strategy that aims to educate shoppers about superior products at fixture and drive category growth through trade-up.

**To discover more about Unilever's iconic deodorant brands, visit:**  
[www.suredeodorant.co.uk](http://www.suredeodorant.co.uk)  
[www.lynxformen.com](http://www.lynxformen.com)  
[www.dove.com](http://www.dove.com)



### Port Sunlight

This year, Unilever announced an £80m investment to build in-house fragrance capabilities in the UK, including a fragrance facility in Port Sunlight to develop leading-edge digital capabilities for its fragrances.